



Abbotsford Police Department

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Bob Rich
Chief Constable

"Protecting with Pride"

NEWS RELEASE

APD NEWS RELEASE:

APD FILE # 2010 -

RELEASE # 1

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Incident: Abbotsford Police Conclude a Successful Year of Anti-Gang Messaging

Abbotsford – June 15, 2010.

With today's release of Operation Tarnish poster #13, the Abbotsford Police Department has concluded that program as well as Operation Impact and Operation Veritas. The 13 Operation Tarnish posters were displayed in Abbotsford Secondary Schools throughout the academic year. Those same posters were featured on bus stop benches, bumper stickers, projected onto the sides of buildings, affixed to the ceilings of APD jail cells and have made the pages of a Canadian sociology textbook.

Our Operation Veritas videos have been uploaded to YouTube, converted to audio broadcasts for radio and have played in monitors in schools and City of Abbotsford buildings.

Our Operation Impact Secondary and Middle School presentations have been delivered to 12,000 Abbotsford students.

The materials used in all of these Abbotsford Police initiatives have been requested by citizens, law enforcement agencies, educators and a variety of other groups from all over North America. The accomplishments were beyond the expectation of a police department seeking simply to start a dialogue about important community based issues and to remind everyone how valuable young people are. The challenge for us will be to continue the success in September 2010 and beyond. Stay tuned as we plan on doing exactly that.

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*Our Mission:
To make Abbotsford the safest city in B.C.*